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# Extension Service *Review*

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## Policy for health

WALTER L. BLUCK, County Agricultural Agent, Clinton County, Ohio

Ohio was one of the first States to employ an extension specialist for rural health services, Miss Mildred Anderson. When she gave a fine account of her work at a recent Federal Extension Staff Conference, we asked her to pick out one county for a REVIEW article on the health program from the county viewpoint. Mr. Bluck's article is the result.

Although Selective Service examinations provide a stirring revelation of our weakness in health as a nation, much remains to be done before rural communities achieve the knowledge and facilities for positive health which their importance to the Nation demands.

Bridges of understanding must be built before objective, positive action toward the conservation and upbuilding of human resources can be achieved. The surprisingly larger number of rural young men rejected for physical defects and limitations offers abundant proof that cities have advanced while rural areas have lagged in public health.

Modern life brings the farmer more and more into a position of interdependence with his fellow-townpeople in the broader realm of public welfare. Although the rural communities continue to provide the "seedbed" from which the Nation regularly renews its blood stream and replaces its manpower, these groups still lack much in understanding of their mutual problems, needs, and opportunities for improved health.

Strong as the tradition is to perpetuate traditional attitudes in these rural and small-town communities, those who propose to point the way in rural life advancement have the ever-present obligation for posing the problems squarely before rural people and for lifting the outlook toward better days, better facilities, and

deeper appreciations for rural living.

Enlightened and progressive leadership in Clinton County has attempted to reach this objective through the development of the Clinton County Rural Policy Group. This group has achieved a relatively high status of legitimacy in the weighty obligations of rural policy making since 23 rural organizations and agencies named their own representatives to comprise its membership.

The policy group meets with comparative regularity at a dinner meeting on the last Wednesday night of each month in Wilmington to consider problems and opportunities concerning Clinton County rural communities. It does not usurp the function of other organizations; neither does it serve as an action group beyond the function of fact finding and community education.

Competent resource speakers were brought before the policy group and appropriate "fact finding" committees established early in 1945 to deal with the problems of health and hospitalization, soil conservation, and rural fire protection. It is expected that the rural policy group will eventually extend its investigations into many additional fields of activity vitally affecting rural life.

Action was taken by the policy group last year requesting permission to use Farmers' Institute funds in the development of community associations and discussion meetings. When permis-

sion was granted, the executive committee and county agent set about to contact the leadership in 6 communities strategically located throughout the county. Officers including discussion leaders, were elected by the community associations, and open discussion meetings on health and hospitalization, soil conservation district, and rural fire protection were held at weekly intervals during February and March in each community. Total attendance at the series was 1,152 persons.

Community leaders who participated in the organization of the community associations and planning for the discussion meetings included representatives of the policy group, Farm Bureau directors, AAA chairmen, 4-H Club leaders, ministers, school superintendents, township trustees, Grange masters and lecturers, and chairmen of the Farm Bureau Advisory Councils.

Numerous meetings previously held by the executive and fact-finding

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committees of the policy group with the County Medical Society, public officials, and civic organizations helped to provide a sound background of understanding regarding the aims and objectives of the policy group and the community associations sponsoring the discussion meetings. These groups rolled up their sleeves and discussed their views frankly and openly and did reach a reasonable understanding before the community meetings where held. By this means it was possible to get the county medical society to provide a representative to present the doctors' point of view at each of the meetings where health and hospital facilities were discussed.

### Facts Brought to Life

Resource speakers were provided by the rural policy group with their expenses paid from farmers' institute funds expended through the local associations. Members of the county fact-finding committee and local doctors named by the County Medical Society followed the resource speakers at each discussion meeting and presented the results of their findings as a basis for group discussion. These reports were documented and distributed to all persons in attendance that there might be no confusion or misrepresentation regarding the facts presented by the committees. The discussion leaders then "took over" and the pros and cons of individual sentiment and opinion were given free, yet orderly, expression under direction of the local discussion leader.

### Local Action Committees Appointed

At the conclusion of these community discussion meetings, the rural policy group virtually "bowed out" of the picture insofar as definite action was concerned regarding the proposals. The local communities, therefore, proceeded to elect their own action committees who were to represent them in cooperation with other groups in the furtherance of any action toward the realization of the objectives set forth in the meetings.

Documented reports of the fact-finding committee were later distributed to local Granges, Farm Bureau advisory councils, and other interested groups for use in their regular

meetings. Thus it was possible to eventually extend this information to a large portion of the citizenry of the county.

Positive challenge was found in the revelation that Clinton County, one of the richest agricultural areas in Ohio, provided only 17 hospital beds for a population of 25,000 people. This is less than one-fourth the minimum requirement as recommended by United States Public Health authorities. Only 14 percent of the babies in Clinton County are born in hospitals as compared with 80 percent in Ohio cities of more than 10,000 population. Only those persons who were violently ill or in advanced stages of physical impairment were found to be receiving service through more adequate facilities available only in centers of population some 40 to 60 miles distant.

Handicaps arising from this lack of health and hospital facilities in Clinton County are reflected in an infant death rate exceeding the State average and a death rate among children from 1 to 14 years of age nearly four times the State average. This despite the relatively adequate income enjoyed by most Clinton County citizens, capable of providing health facilities adequate to their needs. That health is closely related to the productivity of the soil is revealed in the fact that 54 percent of the farm boys between the ages of 18 and 26 years failed to pass preinduction physical examinations in the township with the lowest land valuation and most severe soil depletion, whereas only 17 percent failed to pass their preinduction examinations in the township with the greatest soil resources and highest land valuation. Rejections due to physical defects averaged 29.5 percent for the county.

### Study and Fact-Finding Continued

Numerous meetings have been held jointly by the six community committees on health and hospitalization with similar committees named by business and civic organizations and the complete membership of Clinton County Medical Society since the conclusion of the community discussion meetings. Both hospital superintendents and experienced hospital architects have addressed these joint meetings.

A central sponsoring committee consisting of 10 members, including 3 rural leaders selected by the 6 community committees, a direct representation from the Farm Bureau and Grange, and 5 representatives of various civic and business organizations, has been the outgrowth of these meetings. This committee is charged with the responsibility for further investigations and to recommend plans for a community hospital with a bond issue to be submitted in appropriate season to the voters of the county.

Local Farm Bureau and Grange legislative committees plan to canvass every farm home in their community urging favorable action on the bond issue. Similar contacts will be made in the towns by representative committees from the various civic and business organizations. This type of intensive effort and teamwork is also expected to bring favorable action to provide more adequate rural fire protection and to establish a soil conservation district in Clinton County. The latter proposal will be voted on August 17 of this year.

Viewing the accumulative results of the first year's activities of the rural policy group, we know that its continuous study and fact-finding effort constitutes a "must" in carrying on an effective adult educational program in Clinton County.

## Clothing exhibits

What's in the bag? Mrs. Jones or Susie Brown who sees a West Virginia home demonstration agent carrying 1 or 2 suitcases to her meetings may be correct in guessing that it is part of the work clothes or children's exhibits which were made by the home demonstration agents using the USDA patterns. These exhibits belong to the State and are booked to be borrowed by county workers. Already 8 counties have used them in 89 meetings with 1,506 people in attendance.

Last year West Virginia women extension workers were given training in clothing construction and sewing machine care at a regional group workshop. Miss Alice Sundquist, clothing specialist for Extension Service in Washington, was the instructor. It was at these meetings that the exhibits were made.



# Home tailoring proves popular

Recent reports from Missouri and Arkansas show that home demonstration clubs are keenly interested in tailoring. In Cole County, Mo., the 18 clubs all studied the subject of tailoring in 1945. Following this in 1946, 2 clubs sponsored a tailoring school of 3½ days taught by the home demonstration agent, Aurelia Klueg. Fitting and altering patterns, cutting and fitting garments, using the sewing machine, making shoulder pads, interfacings, lining and tailoring tricks were part of the course. The meetings were scheduled a week apart so each member could complete at home as much on her coat or suit as had been demonstrated at the meeting.

## Better Fit for Less Money

The women who completed their suits, coats, and dresses figured they saved \$162. Some who had had difficulty in getting a good fit in ready-to-wear clothing were enthusiastic about the better-fitting garments they learned to make.

In Arkansas, tailoring schools were held for home demonstration agents several years ago. Since that time, interest in tailoring has been growing, until in 1945, 50 home demonstration agents reported conducting 313

schools on tailoring with an attendance of 4,523. Rural women made 33,513 garments, and 4-H Club girls made 6,179 garments.

In some counties where woolen material was not available, county home demonstration council groups purchased it cooperatively. This material was made into school dresses, skirts, dressmaker suits, and children's garments.

Benton County, Ark., probably is doing one of the best pieces of tailoring work in the State. Three years ago woolen garments were included in the spring dress revue. The garments that were entered showed that some additional work needed to be done on this phase of work, so a 2-day tailoring school was scheduled for leaders that fall. In 1945, Evelyn Severson, home demonstration agent, reported 946 new woolen garments made and 1,762 garments remodeled.

The rapid progress being made in clothing work in Benton County is owing to the active work of leaders, following the demonstrations given by the agent and assistant home demonstration agent, says Miss Severson. She gives this example of leader activity: Mrs. Hugh Davis, a county clothing leader and Minervan Club clothing leader, gave the following



At the Centertown, Mo., tailoring school, Mrs. Carl Osick makes coats for her twin daughters, Arlene and Carlene, thus helping solve the two-alike problem.

demonstrations at her local club meetings during the year—setting in sleeves, cutting a woman's suit from a man's suit, making continuous bias tape, mending a woolen garment, making a dress form, making corded buttonholes, shrinking fullness out of tops of sleeves and hems of woolen dresses, and pressing seams. Mrs. Davis earned \$76 sewing for others in addition to sewing for her own family in 1945.

## Following up the outlook

After the national outlook meeting, Texas followed through in January and February with 12 district outlook meetings and 1 State-wide Negro workers' meeting. The 2-day meetings included the outlook for the Texas farm business and for farm family living. District 5 also prepared a plan for follow-up in the county, which included planning meetings, radio, news articles, personal letters, and conferences with farm leaders. Workers taking part in these meetings included 529 county extension agents, 102 Negro agents, 24 FSA supervisors, 12 Production and Marketing Administration field men, 2 from the wage adjustment program, a regional OPA agricultural relations adviser, a number of vocational agriculture supervisors, and 10 college

home economics teachers who are training home demonstration agents.

Hidalgo County home demonstration agent passed on the information in 16 community meetings, emphasizing the outlook for food in 1946 and how the farm families can have a nutritionally adequate diet. The outlook for housing was held in March. The Upshur County home demonstration agent reported a meeting of 9 agricultural and home workers to plan the agricultural outlook for the county. The meeting was called by the county agent early in the new year with a follow-up in March to formulate activities in line with the outlook.

The county agents' appreciation for the meetings was expressed by County

Agent S. L. Neal of Rusk County in writing to members of the outlook team.

"The information contained in the talks, in my opinion, contained a great deal of concerted thought and thinking on the part of those who participated. It brought to my mind the realization that all of us are thinking in terms of what we are going to do from here on out. I appreciated the fact that there seemed to prevail at least a tone of cautiousness in the information given, yet it seemed to contain factual data that we can use to a big advantage in the county. In my opinion, this type of conference is worth while, and each one who participated in bringing this information to the agents did a good job."



# A challenge to us—the living

CLINTON P. ANDERSON, Secretary of Agriculture

■ Must it always take a war to lift the farmer from debt and depression? Can it be that only in time of conflict we shall be able to lift our national standards of nutrition until everyone can know the taste of meat and milk? We found out during the war that full employment at good wages in this country can mean good nutrition for everyone and good markets for the farmer. Can we not learn to apply the lessons of the war toward the betterment of humanity around the world, not only to achieve freedom from hunger but to provide a better basis for a lasting peace? This is the challenge of our day—a challenge to us, the living.

## Production Is Response to Famine Crisis

Surely we cannot allow questions and doubts to put the brakes on production in this hungry world. Production was agriculture's response to the crisis of war, and production is our response to the crisis of famine. Our weapon has become a blessing. And the end of the world food emergency—whether it comes in 2 years or 10—need not transform this blessing into a curse. It need not; but the intelligence, good will, and cooperation of the world's people will be needed to prevent it.

## Can We Set Up New Standards?

Will we make use of what we have learned? Will nations and peoples take up new standards of production, distribution, and nutrition? Will they work together to give themselves a chance at three square meals a day, every day? Or will they build up again a paradoxical system in which unemployed or underemployed go hungry while farmers go bankrupt? Will there be periodical famine in some lands while others burn their food? Will we end our amazing interlude with only a memory of these productive times, or can we make the interlude merely a prelude to a future benefiting the dignity of man?

These are basic matters. They are

at the heart of the world's troubles. I have a high regard for the achievements of international diplomacy; but unless people are fed, the best treaties and agreements can come to nothing. Hungry people cannot be satisfied by anything but food.

I am convinced that we have in the world today all the essentials for achieving Freedom from Want. We have the land resources, the techniques, the machines which enable one man on the land to feed 10 or more off the land. We have these means, but they are being utilized in only a small part of the world. We have great facilities for trade and communication that form a network around the globe, but we need to learn to use them better. We have the potential production facilities; and we have the potential demand to keep the world's producers in a steady, powerful upward curve, but we must find and use means to sustain that production and consumption.

## World's Food Front Unites

We now have—at last—the beginnings of international machinery designated to bring about common policies and actions among nations on food matters: The Food and Agriculture Organization of the United Nations. But that machinery is new and untried. Our job is to make it work.

The Food and Agriculture Organization is, I believe, one of the greatest hopes of mankind for peace and plenty in the future. I want to talk to you about it, for FAO is the first tangible, operating agency the nations of the world ever have set up to attack the problem of hunger at its roots. Its primary objective is to help nations of the world to expand both the supply and the effective demand for food so that the earth's 2 billion men, women, and children may have a better living. It seeks to bring new standards of nutrition to the world, and the means to meet those standards. It hopes to lift the curse which has kept two-thirds of the

world's people perpetually underfed.

The job of FAO is colossal. Decades and generations must pass before FAO can hope to say that it has achieved material success. But it is a genesis.

The June meeting for urgent food problems set something of a speed record for international gatherings. Within a week, it saw the creation of the International Emergency Food Council which had its first meeting June 20. It looks at food supplies and food needs on a global basis. It does not give orders, but it seeks export commitments from the exporting nations and puts them in the balance against the import requirements. It provides a common meeting ground where the nations can agree on food-conservation measures and production measures. And if the time comes that exports of any commodity could exceed the import requirements, all of the nations will know it and can use that knowledge to plan appropriate action.

The delegates to the Conference on Urgent Food Problems also asked the FAO to prepare a report on the possible creation of a permanent World Food Action Agency. I can foresee great value in such an agency.

But let us look at FAO's basic job. What we want in the world—and what we hope to promote through FAO and other organizations of the United Nations—is an increasingly productive agriculture, balanced by an increasingly productive industry. Only in that way can there be more food and more products to divide among all of us.

## The Greatest Untapped Market

Another major aim is that of developing the less-advanced countries. Fully two-thirds of the earth's population haven't the facilities or the techniques for producing enough to eat or wear, and people with a low standard of living are a serious threat to the living standards and safety of the rest of the world. From a strictly business point of view, production and markets can be expanded only if those who are now inefficient and underfed are enabled to do their full share of producing and consuming.



They represent the greatest untapped markets in the world.

But there is far more to the FAO job than coordination of production and trade. It must also promote research, education, and production techniques to lift the quantity, quality, and efficiency of agricultural production. This is a very definite, well-charted route toward better living. In the United States a close tie-up between our education, research, and agriculture goes back nearly a century in the work of the Department of Agriculture and the establishment of the land-grant colleges.

Now, in about 3,000 counties, county agricultural agents work with farmers on one hand and keep in touch with agricultural colleges on the other. When a new and better crop variety is developed, it gets into our fields just as fast as possible. Through this

extension service system, science is translated into everyday farm practice. There is nothing quite like this system in the rest of the world. But we hope there will be. FAO will stimulate and aid the establishment of similar systems in other lands. And it will act as a global clearing house of agricultural knowledge from all parts of the world.

Perhaps the most important single task facing FAO is to gain wide understanding of its purposes and its methods among all groups of people in every nation in the world. That alone is the first step to success. That knowledge will light a flame of hope and ambition in the lives of millions to whom the future now looks dark; hunger, which has plagued the lives of more than have been well-fed, will be easier to bear if better times can be seen ahead.

bulletins pertaining to the work on display, and many women availed themselves of the opportunity given to sign up for the bulletins they would like.

Arranging transportation was a comparatively simple matter. A year ago we had made a house-to-house survey of the town to get acquainted with all the women, tell them the opportunities home demonstration work has to offer, and find out what each homemaker is interested in. Since then each town committee member has been responsible for seeing that women from her neighborhood have had transportation to home demonstration meetings. For the tour it was necessary only to provide additional accommodations to take care not only of women who had previously been interested but also for those who still needed to be shown. The driver of each car was free to choose her own itinerary and the order in which she would visit the homes on her list. One woman chose a committee and invited any mothers who wished to leave their youngsters with her, so the mothers checked their children and enjoyed the tour.

We feel the tour was a great success in every way. Homemakers of long experience were surprised to realize how much information they had acquired and how many skills, long since taken for granted, they first learned through home demonstration work. Women, unfamiliar with the service, were much impressed with what other women had done; and we, who had been acquainted with the work for years, were amazed anew at what had been accomplished.

The tour ended with tea at my house where we served food made according to home demonstration recipes. Our home demonstration agent was guest of honor at the tea, and although she met many new women that afternoon, the complete realization of the increased scope of her work must have come later as she faced the task of sending to each woman every bulletin she had requested. Certainly in our town the home demonstration agent is not working in a dead-end street but has turned the corner to find avenues of approach to other homemakers leading in all directions.

## Southampton takes the tour

MARION KENDALL PARSONS, Southampton, Mass.

Mrs. Parsons describes her reasons for active participation in National Home Demonstration Week thus: "As I am not only the representative from my town on the Hampshire County Home Demonstration Council but also chairman of that council, president of the State Council, and a member of the publicity committee of the National Home Demonstration Council, I felt that something was expected of me."

■ Any home demonstration agent who feels she is working with the same women all the time instead of broadening her sphere to reach new homemakers might consider the potentialities in a tour of the town such as we had here on an afternoon in May in observance of National Home Demonstration Week.

The tour was planned entirely by the home demonstration town committee of 12 women representing different sections of the town. In order to have it as comprehensive as possible and not show only the work done under home demonstration guidance during the last 2 or 3 years, we obtained attendance lists for long years back, so that our displays included almost everything from the earliest fireless cooker and pictures of dresses made from home-drafted patterns to modern tailored suits.

When arrangements were complete, 10 homes had been selected for visits on the tour, and at those homes were concentrated outstanding examples of work that had been accomplished under the guidance of home demonstration service in reupholstered furniture, slip covers, flower gardens, care of house plants, landscaping of home grounds, recreation and home-made games, care and renewing of rugs, home furnishings, Christmas kit, magic in the home—all sorts of house-keeping tricks and short cuts!—finishing and care of floors, dress forms, and even a house in the process of being completely remodeled with the advice and suggestions of the State home management specialist. We should like to have shown the results of a project in family financial planning, but we couldn't get a peek at anyone's bankbook! At every home there were



# Radio program means trouble but the rewards are worth it

MRS. MARY ELIZABETH MILLER, Home Demonstration Agent, Wayne County, Ind.

"AMERICA, we pledge to thee  
Our HEADS, our HEARTS, our  
HANDS.  
Our splendid HEALTH shall prove thy  
wealth,  
Thou dearest of all lands.  
America, our strength and zeal  
Thy shining sword shall be.  
We pledge our YOUTH to stand for  
truth,  
For right and liberty."

As these words of the National 4-H Club March (PRIDE O' THE LAND) fade for: Good morning, everyone! . . . The 4-H Club Parade is on the air. The 4-H Club Parade is a program for the boys and girls in Wayne County, Ind., who proudly wear the 4-H Club insignia . . . who know the deeper meaning of head, heart, hands, and health . . . who are digging in for peace—4-H Club Parade will have been on the air exactly 47 seconds over Richmond's Mutual Network Station WKBV, 1490 on your dial.

Checking the station clock at this point, the 4-H announcer, Louise Milligan, might continue with something like this: The 4-H stars . . . folks . . . are in the studio this morning as our special guests. They are showmanship champion . . . Jean Moyer . . . blue ribbon winner . . . Firman Riggs . . . State fair exhibitor . . . Otta Lee Orschell, and Willodean Smith . . . who won the personality clothes picture award in the county dress review. . . . To do the 4-H'ing with piano and song . . . Olive Mae Beals and Ruth Shiebla. Now brimming over with 4-H news and views here are two lovely lassies and a young lad . . . your 4-H reporters, Mary Louise Puthoff (Good morning, everyone!) . . . Charles Rodefald . . . (Hi! There) . . . and Ann Schelke (Hello Folks.)

4-H Club Parade has been coming on the air in this manner since the first sign of new green leaves in 1945. It is hoped it will still be on the air lanes when the leaves turn brown in 1967.

For 60 consecutive weeks 4-H'ers have been waltzing up and asking the minute they are off the air a four-word question. "How did I sound?"

"Would you really like to know?" is usually the interrogative reply. Before the reply is three words old comes a shouted "Yes." Immediately a "catwalk" parade of 4-H'ers starts down the narrow passageway to the small studio where the transcription can be heard. Excitement is paramount just after the broadcast, but it sometimes changes to a feeling of despair when a 4-H'er hears his own voice for the first time. After listening to a transcription, these are replies that have been heard: "I didn't sound like myself. Riggs sounded scared." "I could hear Jean taking in air." "I didn't know I cleared my throat just before I started to speak." "After all you told us I still said 'git' for 'get'." "I wish I could read as easily as the announcer. Why he wasn't a bit nervous."

Do remarks like these mean that a 4-H radio activity is a hopeless proposition? Certainly not. The 4-H'ers just had the self-consciousness of most beginners, and it showed in their work. They won't attempt to correct at once all the faults in their talk. That would only make for confusion. Instead, they will eliminate their weaknesses one at a time. The joy a 4-H'er experiences when he or she learns to hear his own mistakes and manages to correct them can only be equaled—not excelled.

## Checking the Broadcast

Actual broadcasting experience is learning by doing. Listening to the transcription is an opportunity to check on the doing. The desire to do better next time is uppermost in the minds of the 4-H boy and girl as they leave the studio after hearing a transcription.

There is always a let-down period following a show, and a wise extension staff member can help ease it by being nice to the 4-H'ers who have helped

make the broadcast possible. Listening to the transcription helps, but some 4-H youth only hear the wrong things they did. The extension agent's schedule may be very full, but whenever possible time should be allowed for a little post-broadcast period to spend with 4-H Club members who have been on the air. An extension agent must be gracious after the program. He or she is in the position of host and should act accordingly. It is well to remember that, although this may be only another show to the extension agent, it is likely to be an event to the 4-H youth . . . one which he will remember and talk about for a long time. He may have traveled 30 miles on slippery pavement with poor tires with a dad behind the wheel who was only there because "mom" insisted that James be brought to the station. Two farm boys were heard on 4-H Club Parade who were actually drenched while changing two tires on the way to the station. A good radio extension person must somehow sense this importance of such an occasion to the 4-H Club boy or girl and participate in it. Doing this will, if properly handled, create one more and possibly several more loyal listeners.

## How a Program Is Built

To prepare the program, sometimes the group meets with the home agent to get their ideas down on paper. This was true when livestock- and crops-judging teams were on the air. The script is edited by the home agent. Special 4-H guests come to the studio at 9:30 a. m. A rehearsal is held from 9:30 to 9:45. Suggestions for marking scripts, timing with stop watch, place to stand in front of mike, and ways to make it sound like spontaneous talk are worked out. Dress rehearsal is from 9:55 until 10:10. Five minutes for relaxation follows . . . oftentimes it is a period for disposing of chewing gum, collecting yo-yo's and all the other strange possessions that seem to be youth accessories. The program is aired at 10:15 a. m.

Talent, talks, and material for the program are often picked up in local 4-H meetings. 4-H news is mailed in to 4-H reporters, WKBV. Some 592 letters have been sent out on 4-H Club Parade stationery by the 4-H report-



ers asking these 4-H'ers to be their talent guests and thanking them after they were heard. They are asked to reply, and listeners are made in this way. Besides, they learn the importance of mail in promoting radio. If any listener should write in concerning talent heard, that letter is often sent to the 4-H'er. Then the 4-H'er writes back, and so goes fan mail. Besides a 4-H mail box was a 1-minute part of the program during the war when letters were read from 4-H'ers in the service.

Vocational experiences for each 4-H'er is gained through 4-H Club Parade. It acquaints the 4-H boys and girls with the teletype machines. They learn the duties of the announcer. The control operator is an interesting person, and for the boy who is mechanically inclined this might be what he would learn to do in later life. Olive Mae Beals, song leader for the Wayne County Junior Leaders, acts as musical director for 4-H Club Parade; and just recently she was offered employment at the radio station to assist with a Junior Achievement Show this summer.

Without this radio broadcasting experience, these opportunities might be a closed book. Besides this, 4-H'ers with talent have learned about the importance of good posture, the importance of having the words of their song typed, and three have started taking voice lessons since singing on 4-H Club Parade. Talks that 4-H'ers have given on the air have required study and preparation so that they sound spontaneous and not as if they were being read.

For the most part, the 4-H guests have been 4-H'ers from different parts of Wayne County. However, Barbara Bray, a senior at Ball State, told how her 4-H work had helped her in college. Six Rural Youth Club members were guests on one broadcast. The fire chief was a guest during National Fire Prevention Week; E. Merrill Root, author of *Lost Eden*, *Bow of Burning Gold*, and other books, read some of his poems on 4-H Club Parade. Eldon Underdahl, a 4-H Club member in Minnesota, was heard by transcription. He gave the talk that won him a \$200 scholarship at the University of Minnesota.

Each week for the past 60 weeks at least 8 youngsters or more have had

## The 4,000th broadcast



■ The 4,000th broadcast by the county extension office at Terre Haute, Ind., over WBOW was the occasion for a special program with participation by members of the State supervisory staff and businessmen of Terre Haute.

For some years a microphone has been in use in the county extension office, thus saving the daily trip to the studios by a member of the county extension staff. The accompanying photograph was taken while the

4,000th program actually was on the air.

Those in the picture are, left to right: C. L. "Speed" Shideler of the Terre Haute Chamber of Commerce; Mildred N. Schlosser, home demonstration agent; Charles Brown, county agricultural agent; Ferrell Rippetoe, WBOW announcer; Paul Hoffman, assistant county agent; and L. M. Busche, assistant county agent leader who had gone to Terre Haute to participate in this broadcast.

broadcasting experience, and those youth come from different communities and 4-H Clubs. Also, 4-H'ers with talent have been asked to sing or play an instrument or perform in some way. This is a way of finding and developing talent. To appear on the radio several times develops dependability in the child. He learns to arrive on time. He sees the importance of arriving in time for a rehearsal of the entire program. It also gives him an appreciation of the many fine programs he is privileged to hear on the air and the work that goes into a well-timed broadcast with showmanship. What other youth program offers to the rural boy and girl this broadcast-

ing experience? If this number right here in Wayne County could be multiplied by every county in the State of Indiana and the Nation, visualize the number of youngsters awakened to these broader concepts of life. Radio is the center of the family circle, and it has made the world the circumference of that circle. If all 4-H'ers in the United States could have this opportunity, the dream of 4-H International would soon be a reality.

4-H'ers in Wayne County will soon be able to enroll for radio just as they do for dairying, clothing, or beef projects.

In summary, if you want to put your 4-H'ers on the air and give them this



educational opportunity through radio, the first thing to do is to see the manager of your local radio station or someone on his staff and find out what kind of program he wants. This is comparable to a visit to the newspaper to find out the editor's needs, likes, and dislikes. Radio stations broadcast for the sake of all possible listeners. It doesn't help 4-H to provide a program that is of interest only to 4-H people. Just as a newspaper story must contain interesting, well-written news, so a radio program must contain interesting, well-presented entertainment and informative material. Otherwise you cannot fairly expect the station manager to give you free time on the air or to recommend your program for sponsorship. He is required to give a certain amount of his time to programs in the public interest, but you may be sure that he will give that time to the organizations that have the most appealing material and that are represented by people who know how to put on a radio program with showmanship.

#### Ask Yourself These Questions

But suppose the station manager says he can give you 15 minutes once a month or, in some cases, even once a week, should you take it? Before you take it, better think what you can do with it. Have you enough time, script writing talent, stenographic help (for copying scripts), and available people to put on 12 or 52 good radio programs in the next year? One broadcast a year that is well publicized in advance is worth a whole series of weekly programs that no one but 4-H members listen to.

If you agree to take time on the air at some regular interval, plan to make that time so successful that the station will be glad to renew its offer. In order to be successful you must: First, have a radio committee of two or several persons who are interested in radio and are familiar enough with current radio programs to be able to evaluate 4-H programs. If your committee is limited to two members, they will be the radio publicity chairman and the radio program director. A professional radio person, from one of your stations or your college radio

department or speech department, is a great asset, even though he or she may have only time to serve in an advisory capacity. (With a sponsor, we hired Miss Coleman of WKBV to meet with the group each week.) This lessened the time the extension agent needed to spend with the group.

Second, use good scripts. The nucleus of your program is what is said, whether it is a play or a spot announcement, so don't hamper yourself by inferior subject matter or writing.

Try to enlist the services of someone with training in radio to do any script writing that your 4-H committee undertakes. An excellent book on the subject is Max Wylie's *Radio Writing*.

Third, have a capable director. Your 4-H'ers cannot interpret a script without a director to round out the performance into a single effort. Talk can be greatly improved by a little coaching.

Fourth, be sure to rehearse the broadcast.

Keep high standards for your production. 4-H Club radio shows must compete for public interest with professional commercial shows. You can't afford to accept anything less than the best. Remember 4-H is making the best better.

Last, build an audience. The 4-H reporters have distributed post cards to everyone who writes in after broadcast. These post cards are to be mailed back after the next broadcast. In that way they have built up a tremendous list of listeners who report fairly regularly.

Perhaps all this sounds as if radio publicity were very difficult indeed. If you want regular program time in addition to news coverage and spot announcements, that may come your way. Radio is a serious business; but, like most things that require a lot of effort, the rewards are worth it. Commercial radio has proved to be a tremendously powerful medium for molding public opinion. Your programs can be just as effective if they are just as good. Having time on the air will bring you neither listeners nor friends unless you earn them. And the better your broadcast is the better educational opportunity it is for 4-H boys and girls.

#### Service by air

■ It's a long "jump" from the way the first extension specialist "rode his circuit" to the manner in which some of his present-day successors are arriving on time at their meetings.

The recent experience of one extension worker naturally raises this question: "Will the airplane at some future time cut down the long hours now spent on the road by extension specialists."

J. S. Elfner, extension horticulturist at the University of Wisconsin, thinks it can if the specialists learn to fly and small communities develop landing fields. At least he thinks flying beats driving when it comes to "getting there" in a hurry.

Members of the men's club at Dousman, Waukesha County, Wis., are interested in developing a community recreation park which will include a baseball diamond, tennis court, and other proper means of recreation. Their best time to get together for discussion of the project seemed to be on a Sunday. As they went about their planning they soon realized that they needed the help of a landscape specialist. So one of their number, Lyle Owens, a Waukesha County onion grower, telephoned extension workers at the University of Wisconsin for help in getting a landscape specialist to the meeting. Owens agreed to have a plane call for the specialist and return him to Madison.

Pilot Gramling of the Wisconsin Civil Air Patrol, also a Dousman businessman, agreed to fly the plane. Joseph Elfner, returned veteran and landscape specialist, agreed to go. Accordingly, the plane left Waukesha at 12:30 p. m. It took Elfner aboard at 1:20 p. m., and arrived back at Dousman at 2:05 p. m.

Elfner conferred with Mayor Cole of Dousman and about 15 members of the club. He obtained a plat of the proposed field and other data from which he prepared a landscape plan. Leaving Dousman at 3:30 p. m. he was returned to Madison on the plane at 4 p. m.

Elfner is now preparing the plan for the recreation field.



# Manuel D. Chavez

T. SWANN HARDING, Office of Information, USDA

What Extension means to some of the small Spanish-American farmers of New Mexico is reported by Mr. Harding who visited some of these families with Paul McGuire, extension editor. This is the third in a series of four articles on phases of extension work as seen on a recent trip to four Western States.

■ Mr. Chavez is a quiet, gentle, courteous soul (probably about 50) who lives near Socorro, N. Mex., in a little Spanish-American village of adobe called Polvadera. His land, and that of the other villagers, is nearby, though they live gregariously clumped together, as is the way of these people. Mr. Chavez settled here on 12 acres in 1921. Since then he has prospered in a modest way, produced a fine family (three sons and two daughters), and developed a satisfying philosophy of life which permeates the entire household. He knows what he wants from life; he is getting that, and he and his are content.

## Mr. Chavez Is More Prosperous

Superficially he makes but one of a group quite similar to himself; actually he is more prosperous than any of the others. Here in this irrigated area it is difficult to make a farm living. Rain is infrequent; but there is plenty of water from the mountains, and disastrous floods occur every now and then. The soil must be leveled, sloped, and cultivated as well. The place looks dry and bleak in the early spring, and it takes a lot of faith in God to succeed. Actually Mr. Chavez probably does better than any of his neighbors simply because he has taken full advantage of his every opportunity.

That means, to a greater extent than you might think, that he has absorbed and heeded all the advice given him by County Agent C. M. Trujillo and his predecessors, advice as freely given his less progressive neighbors but which they did not follow so intelligently. For that reason, in the main, he owns more land and property than any of the others, and his income is greater. But he is happy because he is Mr. Chavez, and his mind and household are at peace now that his two handsome sons have returned from the wars in far parts.

The average annual income in Polvadera Village, including the farm living, is \$600. Though the locality looks desolate and barren, Mr. Chavez prospers by growing barley, wheat, vegetables, alfalfa, dogie lambs (orphans from big sheepmen's flocks), a dairy cow, and a few chickens. He has just joined a local cooperative cantaloup-growing plan sponsored by the county agent and intended to enable a group of small growers to produce 100 carloads on 250 acres, enough to market profitably, which no one of them could do alone.

Mr. Chavez has a windmill and a small tractor. He and his sons are mechanically gifted and have adapted much farm machinery to their own purposes. They built their home and have largely furnished it with fine, decorative articles made in a little adobe hut where they have \$300 worth of modern wood-turning machinery, to be used for recreation—that is

except Saturday nights, when there is poker and the Sunday afternoon baseball games! Today Mr. Chavez has 44 acres under cultivation.

While they were in the Army both sons sent home money to be used to buy land near their father's; and both, now in their early twenties, have returned to the soil, though one goes to the State college to complete his course there next fall. Every now and then Mr. Chavez has, especially in earlier days, supplemented his income by starting the Polvadera post office, driving the school bus from San Acacia to Socorro, working on the highways, or as a carpenter.

## Assisted County Agent

He has also ably assisted the county agent in all projects—organizing farmers for grasshopper control, proving by experimentation that potatoes could be grown here, teaching at farm-machinery-repair schools, holding demonstrations on his land for treating sheep for head grub, culling hens, or pruning trees, for he has a small orchard which does well. He has so planned his farm enterprise as to get the very best out of it through the county agent's advice, calling on other Department agencies for aid as needed.

Above all he has the original recipe for contented living.

County Agent, C. M. Trujillo and M. D. Chavez, farmer.





# North Carolina agents brush up on research

Do county agents ask questions? Surely, they ask plenty of them, and you learn much from them and the answers they get, reports the associate editor of the REVIEW.

■ Desirous of knowing more about what research can do for their farmers, about 40 North Carolina county agents and assistant agents visited the USDA Agricultural Research Center at Beltsville, Md., on June 20 and 21. Their Director I. O. Schaub and B. T. Ferguson, district agent for the northeastern section of the State, came with them by chartered bus from Raleigh.

The first day was spent on the South Farm, which is one part of the 14,000-acre farm. Here men from the Bureau of Animal Industry and the Bureau of Dairy Industry showed them some of the accomplishments of their work that has been going on for years. Dr. Hugh C. McPhee, Chief of the Division of Animal Husbandry, gave a brief outline of some of their experiments.

While they were being told by J. B. Parker, formerly extension dairy specialist for the Eastern States but now with the research work, that early cut hay and legumes make better roughages than late-cut hay, they saw samples of hay that had been field-cured, cured in the mow, and silage from the same fields at the same time. The experiment showed that the cows actually got 9 percent more protein from the mow-cured hay as compared with the field-cured and 16 percent more when ensiled. There was very little difference in the harvesting cost. In the mow-curing there was an expenditure of approximately 75 kilowatt hours per ton of cured hay.

Mr. Parker also described the breeding of cattle that had been done on the farm since 1919. In this experiment every female had been kept and tested out. No new line of females had been used, but new proved sires had been brought in. Because the average butterfat of Red Danes is 100 pounds higher than in the United States, 20 bred heifers and 2 bulls were brought over from Denmark in 1937. These Danes have been used in a

three- or four-breed cross including Holstein, Jersey, and Guernsey. The results have shown hybrid vigor and 15 to 20 percent more production than they had expected. The agents saw some of these crossbred animals as well as a herd of Holsteins.

From the dairy herds, the crowd went to see poultry where Dr. Theodore C. Byerly and his assistants discussed their breeding work for meat production, egg production, and for improvement of quality. The promoting of growth of chicks by adding dried cow manure to the diets of chicks was also discussed. (See p. 106 of August REVIEW.) The agents were glad to hear that these men did not know of any State that had made more progress in the last few years than North Carolina where the Agricultural Extension Service is responsible for Register of Production records. Mr. Paul Zumbro explained the national poultry improvement plan and showed them an outstanding record in North Carolina of 10 daughters of a dam that laid an average of 272 eggs and thus qualified for ROP.

## Crossing Hogs for Better Meat Cuts

After lunch the first stop was a hog barn which had recently housed 241 head of pigs. Not a fly was in the place because the house had been sprayed once a year thoroughly with DDT and dusting powder used on the hogs.

Next, John H. Zeller told of the crossing of the Danish Landrace hog with American breeds—Poland China, Chester White, Duroc Jersey, and Large Black. The Landrace is a long white hog with a high percentage of valuable cuts of meat. However, it tends to unscale, which is one of the reasons for crossing with darker color breeds. After seeing some of the crossbred hogs, agents asked if they could get some for their State.

Young pigs in pens made a constant

racket poking their snouts into the self-feeders where they are all fed the same ration and eat whenever they please. When the pigs are 8 weeks old two males and two females from each litter are kept until they weigh 225 pounds. The choice is made by drawing numbers out of a hat. This method is fair in determining which crossbreeds gain the most on the same feed and produce the best cuts of meat.

Orville G. Hankins and R. L. Hiner told of the grading of carcasses which were cut by standard procedures so that yields from one can be compared with yields from another. He demonstrated the tenderness of beef by a testing machine. Much interest was shown in the work of preservation—curing and freezing.

## Agents Visit Plant Industry

The next morning Dr. R. M. Salter told the agents that about 80 percent of the research work of the Bureau of Plant Industry, Soils, and Agricultural Engineering is carried on in the States. At Beltsville, they have 1,400 acres of land and 4 acres of greenhouses.

Nursery plots of wheat, barley, oats, and forage crops were visited with John W. Taylor, in charge of greenhouses and field work in cereal investigations. The breeding work on wheat and barley is along the lines of disease resistance, in wheat the main problem being rust, especially leaf rust, and stem rust coming in occasionally. They are also working on Hessian fly resistance and trying to improve the strength of straw. An agent asking about a Chinese hybrid barley, Wong, for the Carolinas was told that because it is 4 or 5 days later than Sunrise barley it probably would not do so well.

T. Roy Stanton told of the oats breeding work being started at College Park, Md., in 1904 and shortly after was done on the Arlington Farm by Dr. C. W. Warburton, who was Director of the Federal Extension Service from 1923 to 1940.

Shown forage crops, the agents were eager to know which mixtures would do best in their counties.

Dr. Frank W. Parker's discussion on fertilizers brought forth many and varied questions from his audience.





Mr. John H. Zoller describes the crossbred hogs as they are paraded before the agents.

How and when can we get the fertilizer we need? What analysis is best for this and that crop? When told that soils in some parts of the East had been built up by fertilizers and that some soils did not need as much as they were getting, they asked how they could get farmers to drop from a ton to 1,200 pounds of a lower-analysis fertilizer. They realized that it would be necessary to test soils of different fields to know how much fertilizer and what analysis would be needed for certain crops, and that in places where less could be used much money could be saved.

After lunch while showers were falling, Dr. James E. McMurtrey, Jr., showed tobacco breeding work for disease resistance in the greenhouses. Some tobacco plants brought in from Maryland which had been sprayed with DDT showed a 2, 4-D hormone effect, probably the result of the farmer using the same sprayer that had been used for 2, 4-D. Telling of the work in trying to get disease-resistant strains of tobacco, Dr. E. E. Clayton said that he felt sure that they will have a bluemold resistant variety sometime.

In the greenhouses the agents were also shown how hybrid onion seed is being developed and were told that they are getting the same improvement in hybrid onions that we get in hybrid corn. The yield is larger, and disease can be controlled better.

The potato seeds grown in the

greenhouses would be planted one seed to a pot, which probably each grow two or three tubers. These tubers will be planted in the field the next year, and a normal crop will be grown. These potatoes are looked at from the standpoint of general quality and if they look good they are put through disease tests.

Dr. Roy Magruder showed the sweetpotato plots and when asked how they could cross sweetpotatoes if they did not bloom, said that in Louisiana where they do breeding work they plant the roots in the greenhouse and grow them all winter in pots and in the spring move these out. In the fall they are run up on a trellis like grapes and then they can make crosses on the blooms that form.

Looking at plots of white potatoes the conversation just naturally turned to DDT to combat insects on potatoes. They were told that DDT apparently has control for the flea beetle, the leaf hopper, and Colorado beetle, but has only partial control for the aphids.

A stop at the lettuce plot where head lettuce had done very well, and the 2-day tour of the Agricultural Research Center was over, with everyone declaring he wanted to come back next year to learn more.

Among these agents were five or six who had given 20 or more years to county agent work and also some younger ones who had recently come back from the war—all wanting to get all the latest information they

could in two short days to carry back to their farmers. From different sections of North Carolina, their interests in crops and livestock were varied—swine, poultry, beef cattle, dairy cattle, tobacco, peanuts, wheat and other cereals, potatoes, sweetpotatoes, and truck farming, including watermelons and cantaloups.

#### 4-H training serves WAC

That 4-H Club participation helps build character and teaches boys and girls such highly important qualities as self-reliance, independence, cooperation, and the elements of success is exemplified in the work of Capt. Arlene G. Scheidenhelm, WAC staff director with the Manhattan District, headquartered at Oak Ridge, Tenn.

In discussing her work while visiting friends at the University of Illinois recently, Captain Scheidenhelm credited much of her success to the training she received during her 6 years as a 4-H Club member in La Salle County, Ill. The keen competition experienced in 4-H work, the ability one develops to lose graciously or to win without being overproud are things that pay dividends in later years, according to Captain Scheidenhelm. In her own words, "Everything I did in 4-H Club work helped train me for my position in the Army."

Captain Scheidenhelm is in command of approximately 500 WAC's who participated in the atomic bomb project, handling top secrets for four hidden plants in widely separated States. She hand-picked her personnel, trained these women, supervised their work, and provided them with housing and food, traveling by air to their stations all over the United States.

For this work she was awarded the War Department's Legion of Merit and one of the 10 1945 Merit Awards given by *Mademoiselle* magazine for outstanding achievement.

As a 4-H worker, Miss Scheidenhelm carried projects in clothing, canning, and poultry. She was named Illinois State Champion Poultry Raiser in 1928 and was a delegate to the 4-H Club Congress. She was a member of the poultry demonstration team awarded State recognition in 1931.





# Flashes

## FROM SCIENCE FRONTIERS

A few hints of what's in the offing as a result of scientific research in the U. S. Department of Agriculture that may be of interest to extension workers, as seen by Marion Julia Drown, Agricultural Research Administration, U. S. Department of Agriculture.

### New Varieties

■ Potato yields in the United States have increased from about 110 bushels an acre to 150 bushels in the last 25 years. The higher yields result in part from the use of 25 new potato varieties released to growers since 1929. Cooperating in a Nation-wide potato-breeding program, 35 State experiment stations and the Bureau of Plant Industry, Soils, and Agricultural Engineering have developed and tested these new varieties for yield, market quality, and disease resistance. Some of the varieties are resistant to one disease but not to others. The ultimate aim of the program is to pack into single varieties resistance to as many diseases as possible in addition to other desirable characteristics.

### Improved Storage Method

■ Lower shrinkage losses in stored potatoes and longer life for the storage house have been attained by a new method of storing potatoes developed by the Department in cooperation with several State experiment stations. The new type storage house is constructed to permit cool air to circulate under and around the bins. High relative humidity in the bins helps reduce shrinkage of the potatoes, losses in this type of structure being 1 to 10 percent less than in other types. The air in contact with the structural parts, however, is less humid and, therefore, causes less damage to the building. Eighty percent of the potato houses built in Maine in recent years are reported to be of this type. In Michigan, North Dakota, Nebraska, and Colorado, the new storage method is finding wide acceptance. Ten million bushels of late-crop potatoes are now stored each year in the improved storages.

### Potato-Hay Silage for Dairy Cows

■ Recommendations for making potato silage have been issued by the Bureau of Dairy Industry as a result of experiments with different methods. Running 20 to 25 percent of hay or other dry forage through the silage cutter along with the potatoes makes a silage that can be fed to milking cows in quantities up to 4 pounds daily per 100 pounds of live weight. Its feeding value is approximately equal to that of corn silage. The carotene content depends on the grade of the hay used. The silage will be sufficiently fermented in 3 to 4 weeks but can be stored much longer. To avoid off-flavors in the milk, potato silage should be fed after milking. Instructions for making potato-hay silage are available from the Bureau, and Technical Bulletin 914 describes the experiments.

When a small quantity of cull or surplus potatoes are available for feeding livestock, they can be fed in the fresh raw state, but larger quantities should be ensiled.

### For Home-Freezing Fresh Fruits and Vegetables

■ An attractive booklet and a natural-color motion picture with sound-track tell how to home-freeze fruits and vegetables and show it being done, step by step. Specialists of the Bureau of Human Nutrition and Home Economics have prepared these helps on the basis of their latest studies to find the methods by which the freshness, succulence, and nutritional value of fresh products can best be retained by freezing. Scalding is important for most vegetables. A table in the booklet gives the right method (steam or hot water) and the correct number of minutes for each vegetable. How to fill and seal containers, sweetening fruits and treating them to prevent

discoloration, and construction of home-made equipment to help in packaging and transporting foods are among the subjects discussed. The title of the booklet is Home Freezing of Fruits and Vegetables, and it is designated AIS-48.

The motion picture, Freezing Fruits and Vegetables, parallels the booklet, showing the preparation, packing, and storing in deep-freeze units of four typical foods—corn, broccoli, strawberries, and peaches. The film may be borrowed from State Agricultural Extension Service and State University Film Libraries for showing at meetings.

### New Bug Chasers

■ Campers, fishermen, picnickers, and hikers can now protect themselves from the biting insects that often take the pleasure from outdoor activities by using one of the new insect repellents obtainable at the drug store. Tests show these new repellents, most effective as liquids and far more potent than citronella, were born of war needs.

One of the first requests made of the Bureau of Entomology and Plant Quarantine by the armed services was for an effective insect repellent. To find a material that would keep insects from biting men, entomologists at the Orlando, Fla., station of the Bureau, tested over 7,000 chemical substances. Requirements for a satisfactory repellent are that it must not be toxic to man, must not irritate the human skin, or interfere with the respiration or secretion rate of the skin, and must protect the user from the bites of insects for a sufficient time to make applying it worth while. Several substances with varying characteristics were finally selected. Indalone, dimethyl carbate, dimethyl phthalate, and ethyl hexanediol (Rutgers 612) were all known to have insect-repellent properties. Each of these chemicals was a good repellent for some species of insects under certain conditions. One would repel the yellow fever mosquito for 30 minutes and dogflies for somewhat longer. Another repelled dogflies for only a few minutes but the fever mosquito for several hours. Three-way mixtures of these chemicals were also found to be effective repellents against a wider range of different



kinds of insects and on more individuals than any one of the chemicals when used alone. One combination was effective against most insects for more than 3 hours under sweating jungle conditions in the southwest Pacific.

It became known among the grateful men using it as the "skeeter-scooter."

Since all of these repellents are solvents of paints, varnishes, and many of the plastics, they must be used with caution. They will damage such materials, but are harmless when used on cotton or woolen clothing, or on the skin. When selecting a repellent, check the label. Be sure that the one selected contains one or more of the chemicals mentioned. The most effective repellent will be one of the three-way combinations. A few drops rubbed lightly on the exposed portion of the skin and places where the insects bite through the clothing will protect the user for sometimes as long as two hours or more.

## Camp libraries to go to rural areas

The War Assets Administration has authorized the disposal of surplus Army camp libraries in the United States as units for overcoming in part the existing deficiencies of community library service within the States. It is estimated that about 150 libraries will become surplus and that each State will get at least 1, more probably 2 or 3. The libraries are typical collections of general literature and will be turned over to communities complete with catalogs, furniture, and equipment, so they can be set up where they are needed with a minimum of cost and effort.

The plan adopted follows recommendations of the American Library Association and calls for distribution to States on the basis of rural population. Each State will be eligible for a percentage of surplus Army camp library books and equipment roughly equivalent to the percentage of the total rural population of the country within the State's borders.

The U. S. Office of Education will allocate libraries to the States through the State educational agency for surplus property or any other appropriate official State agency.

# Agricultural mission to the Philippines



■ Two members of the Extension Service are serving on the United States section of the agricultural mission to the Philippine Islands which left this country in July to work with the Philippine authorities on a national agricultural program. At the extreme left is John V. Hepler of the recruitment and placement division, Extension Service farm labor program, Manhattan, Kans., and at the right, Harry Clayton Sanders, Director of Extension in Louisiana. The other two members of the mission shown in the picture are Leland Everett Call, Dean of Agriculture and Director of the Agricultural Experiment Station, Kansas, acting as head of the mission, second from the left, and Glen Laird Taggart, social scientist, Office of Foreign Agricultural Relations, U. S. D. A., second from right.

War and Japanese occupation have greatly disrupted agricultural production on the islands. Filipinos are faced with a serious food shortage and a great burden of relief. Problems of agricultural rehabilitation and development of the agricultural economy of the Philippines are of critical importance in assuring peace in that area of the world. Since 80 percent of the prewar population of 16 million people depended upon agriculture for their livelihood, the problems facing the mission are serious and difficult.

They will advise immediate actions which might be taken on emergency problems and will make recommenda-

tions regarding a long-range program and parts of such a program in which the two governments may appropriately collaborate.

## Weather broadcast

Last year the South Dakota Extension Service tried its best to provide the farmers with a weather broadcast every day. The idea was to pass out tips to fit the weather which was being predicted.

But the trouble was that the war was still on, and the weatherman was not allowed to make predictions far enough in advance. It was also difficult to get variety and real "punch" into broadcasts 6 days a week.

This year it is working out better. It has been combined with the noon radio program of Tony Westra, extension agent in Sioux Falls.

Each day the predictions of the weather office are sent to the county agent's office at least 2 hours before the radio program goes on the air. This gives Westra time to figure out what to tell the farmers if the weather in prospect should suggest what might be helpful.

When the program goes on the air, the weatherman is on first. He gives the summary and forecasts. Immediately after he is through, Westra comes on. He has known for 2 hours what the weatherman will say and has had time to prepare some helpful hints.



# *We Study Our Job*

## **Rural people like radio**

About three out of four rural people interviewed in a Nation-wide survey of farm and small-town people consider radio an important part of their everyday living. Regardless of differences in education, income, and age, both farm and rural nonfarm radio owners in all sections of the country value radio highly. Former radio owners interviewed say they miss their radios very much.

News programs in general are given top rating by the largest number of both farm and rural nonfarm people. Most men, especially farmers, stress the importance of radio as a source of news and information. Farm men also emphasize the value of programs giving market and weather reports and talks on farming.

Approximately two-thirds of the farm people who have radios report listening to weather reports, market reports and talks on farming; many of them listen to such programs several times a week. A large majority of the farm people who listen to these programs feel they are helpful. As might be expected, more farm men than farm women are interested in farm programs.

### **Rural Women Better Radio Listeners**

Rural women seem to appreciate radio more and listen oftener than the majority of men. Among rural nonfarm women, entertainment is more commonly given as a value of radio than is news; although almost as many farm women prefer news programs.

In general, farm people tune in on the more "serious" programs. News and market reports, hymns and religious music, sermons and religious programs, and farm talks are given high preference by this group.

The program preferences of rural nonfarm people indicate a greater appreciation of the lighter aspects of radio programs than is found among farm people. While many rural

nonfarm men and women also list "serious" programs as among those they like best, they do so less frequently (with the exception of news programs). More often than farm people they name quiz programs, entertainment broadcasts with comedians and popular singers, and dance music as among their favorites. More rural nonfarm men than farm men like broadcasts of sport events.

When rural people are asked to name the type of program they don't care for, an additional aspect of rural tastes emerges. Daytime serial stories are the kind of program most commonly named as not liked; they are followed by dance music, and then by classical music. The rural people who dislike classical music say they do not understand it.

### **Serial Programs Rate High**

Serial story programs occupy an unusual position in the attitudes of rural people. Among women, both farm and rural nonfarm, they stand second only to news in the list of programs they say they would miss most if their radios failed them; yet they are also the type of programs most commonly not cared for by rural women. Rural women who have radios seem to divide into three large groups in their attitudes toward serial programs; those who like this type of program very much and would miss it greatly if they could not hear it; those who neither like nor dislike such programs; and those who actively dislike them.

Very few rural men show any preference for serial stories and, like rural women, they most commonly name this type of program as the kind they do not care for. No other program creates such partisan attitudes among rural people as serial stories.

About one in every four rural households has no radio in working order; about half of these homes have had radios within the last 5 years; most of these households say they have not

replaced or repaired their radios because of wartime shortages. Those rural households that have had no radio for over 5 years have usually gone without because they felt they could not afford it.

There is a strong tendency for those households which have had no radio for 5 years or more also to lack the other major means of communication—telephones and daily newspapers.

### **2,535 Rural Homes Visited**

These findings are based on personal interviews with men and women in 2,535 rural households, carefully selected to give a representative picture of rural households throughout the country. Households were visited in 116 different counties; some of these households were situated in open country, others in communities of no more than 2,500 population. Whenever possible, two interviews were taken in each household, one with the principal member of each sex (usually the head of the household and his wife). In no instance were two interviews with adults of the same sex taken in the same household. Altogether, 4,293 interviews were obtained, between June 11 and July 28, 1945.

This radio survey was made by the Bureau of Agricultural Economics of the U. S. D. A. Complete details are given in a 133-page report entitled, "Attitudes of Rural People toward Radio Service, January 1946."

## **Makes money from garlic**

Growing garlic is the specialty of Cletus Heck, 18, 4-H Club member of Campbell County, Ky. He sold the crop he grew last summer on a plot 25 by 50 feet for \$65. Having garlic ready to market early in the season while prices are still high is an important factor in this enterprise, according to young Heck. He also uses sufficient fertilizer and is careful to set only perfect cloves grown from his home-produced seed.



# Among Ourselves



## Every week for 20 years

Once a week for nearly 20 years, C. L. Messer, county agricultural agent in Cayuga County, N. Y., has presented a 15-minute program over radio station WMBO in Auburn, N. Y. He first went on the air when WMBO began operations in 1926. The exact date is uncertain, because the station has twice lost all its records in fires which destroyed the building where it was located.

Mr. Messer's program features farm news, notices of meetings, and comment and information on timely subjects. He always includes his schedule for the next week. Farmers who have been successful along special lines are often invited to speak on the program, and occasionally he presents local talent in some type of entertainment.

Mr. Messer has found that a period during the noon hour is most satisfactory for his purpose. He tried an evening period for a time but found he had too much competition from news programs.

He regards the radio as an excellent method of reaching farmers who are not members of the Farm Bureau. When he announces a meeting he extends a cordial invitation to all farmers in the county. A check of the persons attending, against the mem-

bership list of the Farm Bureau has proved that he reaches many non-members. He is convinced of the value of radio in getting information to farmers and that the results of his program make it well worth the time and effort involved. A man who has been responsible for more than a thousand broadcasts should be qualified to judge.

■ DR. JANE S. McKIMMON, founder of home demonstration work in North Carolina in 1914, was honored by the Nash County Home Demonstration Council following announcement of her retirement on July 1, after 32 years of work with the State's rural people.

Nash Home Agent Effie Vines Gordon introduced presidents of the council who have served since its organization in 1923 and cited the expansion of club work among farm women in Nash County during that period from 6 clubs and 150 farm women to the present 21 clubs and 750 members.

## Ginning specialists study their job

A training school for extension cotton-ginning specialists was held in March with specialists from nine States participating. The school was held at the U. S. Cotton Ginning Laboratory, Stoneville, Miss. More than 85 percent of the active gins in the United States were represented in this group. Most of the specialists were either new in extension cotton-ginning work or had just returned from military leave.

Because of changes in harvesting practices necessitating the use of more elaborate cleaning machinery at the gin, the industry is in a major transition period. Therefore, the course emphasized the fundamentals involved in cotton ginning. Twelve cotton gins in the vicinity of Stoneville equipped to gin machine-harvested cotton were studied. The seven-point cotton program and how the work of the ginning specialists fits into it was discussed.

## Timber-thinning contest

Newberry County, S. C., 4-H Clubs have finished their second successful 4-H timber-thinning contest. Twelve contestants were declared winners and received their share of the \$80 in prize money made available by the Periodical Publishers Committee, of Washington, D. C.

The county winner was 12-year-old Carroll Wessinger who had the best 1-acre pine plot properly thinned. He cut 12 cords of wood valued at \$10 per cord. Second place went to Monroe Werts, an eighth-grade boy with 4 years' 4-H experience. He cut 7½ cords of crowded and defective pines which he will sell in a nearby town for approximately \$12 per cord delivered. Other contestants had done an equally good job. "Cutting trees is strenuous work for young boys," says County Agent P. B. Ezell, "but this is one of the most successful 4-H projects in the county. Their determination to complete their work, though it took in many cases all their spare time during the winter months, is a tribute to their foresight and eagerness to learn."

The judges were the district ranger of the United States Forest Service, the district forester and his assistant of the State Commission of Forestry, and William Barker, extension forester for South Carolina. Walter A. Ridgeway is assistant county agent in Newberry County and had charge of the project.

VISITS TO HANDICRAFT SHOPS showed preparations for the summer tourist business. When in Tennessee and Kentucky in June, the associate editor of the REVIEW visited handicraft shops at Norris Dam, Norris Community House and Gatlinburg, Tenn., and Berea College, Berea, Ky. Among articles made by people in the Appalachian Mountains were such useful things as hand-woven linen and cotton luncheon sets, towels, and scarves, wool neck scarves, handbags, hand-carved wooden articles, leather articles, and pottery.



# The Once-over

## Reflecting the news of the month as we go to press

COUNTY AGENT R. M. COMAN of Copiah County, Miss., was one of the moving spirits in the collection of 1,680 cattle, mostly grade Jerseys, donated by Mississippians to help rehabilitate war-stricken Greece. The cattle were loaded at Gulfport, Miss., July 18, and Agent Coman went along to care for the cattle. More than 6 weeks were required for Agent Coman to make the round trip, and that allowed him some time in Greece to see the families getting the cattle. Each animal carried a rubber plastic tag with the name and address of the donors, which served as a souvenir for the families who got the cows.

THE ASSOCIATED COUNTRY-WOMEN OF THE WORLD executive committee meeting in London late in June voted to hold the triennial conference next year somewhere in Europe. It was suggested that the meeting be held in Switzerland or Denmark about September 1947. Delegates were present from 22 countries, including the United States, Canada, New Zealand, Australia, Ceylon, India, Burma, N. Rhodesia, S. Rhodesia, Nyasaland, Kenya, N. Iceland, Eire, England, France, Holland, Sweden, Denmark, Palestine, Scotland, Estonia, and Switzerland. Mrs. Helendean Doddridge, representing the Extension Service there, writes: "I did feel that some of the leaders, particularly those from countries which had been invaded, realized the importance of international thinking and action." She will give a more complete report later.

FRIENDSHIP BOXES from boys and girls of North Dakota to the youth in liberated countries was a feature of the 4-H summer camps. Empty cigar boxes were painted, lacquered, or decorated with wall paper, filled with school supplies, sewing materials, socks or mittens, tooth brush and tooth powder, soap, and small toys. A friendship letter and snapshots were often enclosed, as well as two sheets of writing paper and an envelope for reply. The boxes went to Bel-

gium, England, France, Czechoslovakia, Greece, Holland, Italy, Norway, Russia, Poland, Yugoslavia, and the Philippine Islands. The finished units were shipped to the authorized relief agencies in the United States for distribution to the designated country.

W. G. SMITH, COUNTY AGENT, Henry County, Ind., was honored by his fellow citizens with the tenth annual award for outstanding community service given by the New Castle Chamber of Commerce. The award was based on Agent Smith's civic record over a period of years and particularly for his work during the war. The fine relationship between business and farm groups brought about by his work was also recognized.

ON HER WAY TO COLUMBIA UNIVERSITY, Mrs. Velma L. Neely, home demonstration agent in Grenada County, Miss., visited the office and told a most interesting story of a 5-year health program which we hope she will write for REVIEW readers as soon as summer school is over. With 18 community club health chairmen forming a county health council, the home demonstration council is effective.

## EXTENSION SERVICE REVIEW

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tively sponsoring a 3-point program based on the needs as shown by a comprehensive survey just completed.

ANOTHER VISITOR TO THE OFFICE was Boleslaw J. Przedpelski, author of the article, "The human side of agriculture," appearing in the June-July issue of the REVIEW. Looking forward to getting his citizenship papers within a few months, he was hopeful of finding a way to bring over his wife and son whom he has not seen since before the second World War. A farmer in Poland, he is anxious to make some contribution to the international food situation and is interested particularly in the Food and Agriculture Organization.

THE EXECUTIVE COMMITTEE of the National Association of County Agricultural Agents met in Washington July 10-13 to confer with officials of the U. S. Department of Agriculture on some of the programs uppermost in the minds of county agents. The president and vice president of the National Association of Home Demonstration Agents, Miss Lois Rainwater of Wilson, N. C., and Mrs. Luella M. Condon of Calhoun County, Iowa, also attended. Those taking part in the conference were: V. M. Anderson and Paul B. Barger, Iowa; Edwin Bay, Illinois; E. D. Beck, Texas; Ralph Blaney and Rex Carter, Pennsylvania; E. W. Holden, New Hampshire; Ira Hollar, Oklahoma; C. C. Keller, Missouri; Leonard Kerr, Tennessee; John Logan, Florida; A. F. MacDougall, Massachusetts; F. J. Meade, Minnesota; Ben Morgan, West Virginia; Cletus Murphy, Minnesota; H. M. Nichols, Iowa; J. M. Pierpoint, West Virginia; George Rosenfeld, Iowa; E. V. Ryall, Wisconsin; W. H. Sill, West Virginia; John H. Stephens, Arkansas; Stuart Stirling, New Mexico.

THE SAFE WINTER DRIVING LEAGUE calls attention to the statement of Amos E. Neyhart, of the Pennsylvania State College, and driver training expert for the American Automobile Association, who cautions drivers against the enclosed rear fenders which he feels discourages checking air in rear tires, rotating tires from wheel to wheel, putting on tire chains, and making safety checks for wear and surface defects.